



## Women for Housing ~ Khuthaza

---

### SOCIO-ECONOMIC DEVELOPMENT PROFILE

Socio-economic Development (SED) should be viewed as an investment in the future. Focusing your SED spend in the construction industry is a direct investment in the long term development of talent, businesses and leadership. The BEE scorecard sets a target of 1% Net Profit after Tax (NPAT). Optimistic prospects for long-term growth in the industry coupled with our current demand for skills create a compelling reason for the industry role-players to invest in the socio-economic development of those involved in the industry. With more women showing interest in construction and incentives to tap into this pool of potential, we highly recommend that industry role-players take women's involvement in the sector seriously and invest in this potential.

As our beneficiary group is greater than 75% black, the full value of your SED contribution to Khuthaza is recognizable in terms of the BEE scorecard. We will provide you with the necessary documentation required for your BEE verification as it pertains to SED. We will also, of course, provide you with ongoing information and updates on the programmes and activities you are supporting.

Khuthaza has been involved in contractor development for over 8 years (operating as Women for Housing). We have also been developing programmes targeted at students, professionals and leaders within the industry. We are currently re-structuring these programmes to enable further expansion.

### KHUTHAZA AND SED

#### Contractor Development

Our construction awareness programme, known as *Excavation*, offers those exploring the industry an opportunity to gain a better understanding of the skills and experience required to run a construction company, a wider view of the industry and regulatory environment, and a clearer understanding of their own interests and potential.

*Cornerstone*, our entry level programme, aims to provide new entrants with a basic understanding of the construction sector and the operations of a construction company while enabling them to build a foundation of business and technical skills. Through this programme we also aim to promote the development of specialized businesses that will be better positioned to meet the needs and opportunities within the sector.

Contributions to the *Contractor Development programmes beyond this level* fall under Enterprise Development in terms of BEE related funding. Additional information on our Enterprise Development initiatives is available in a separate document.

## **Talent Development**

### ***Student Development***

It goes without saying that one of the best investments we can make in the future is to invest in our youth. We have been working with students for several years though on a relatively informal basis (mainly those studying at universities and technical colleges). In 2008 we piloted, with great success, a programme with Building Science students at the Tshwane University of Technology. We also began to work more closely with students and faculty at the University of Cape Town.

Your SED contribution will enable us to expand the work we do with students and ensure they are able not only to complete their studies, gain practical experience and enter the workplace but also have the personal and professional skills required to motivate themselves and to develop thriving careers in the industry. These are our future business owners and leaders of the industry. The pipeline begins here. We have been overwhelmed by the determination and character of the students we work with and believe they will be an asset to the industry.

### ***Professional Development***

In 2008, in partnership with the local CIDB office, we piloted a breakfast seminar series in Cape Town. This programme focused on providing women across the sector with an opportunity to further develop their professional skills and knowledge of the industry as well as providing a forum for networking. We aim to further develop Professional Development programmes in the coming year as we recognize the need to promote the continuous development of knowledge and skills as well as promote women's advancement in the industry. We also aim to have many of the courses accredited for Continuing Professional Development (CPD) points in the various professional disciplines. Enrolling your employees in these programmes may also qualify as Skills Development on the scorecard.

### ***Leadership***

Women are emerging as leaders in all aspects of the economy but the numbers of women in leadership positions in the construction industry remain low. Leadership skills should continuously be developed from an early age and therefore form part of our student and professional development programmes. However, we have an opportunity to work closely with the industry to both help identify potential leaders and further prepare women for high level leadership positions. We are talking with institutions well known for their leadership training and will partner with industry leaders to share their experience for these strategic level programmes.

By targeting your SED funding to these Talent Development programmes you are investing in the pipeline of talent needed not only to work toward your BEE targets, but also to drive your company into the future.

## **Industry Facilitation and Advocacy**

Advocacy, information dissemination and the facilitation of opportunities have always been key roles for the organisation. This year we aim to expand upon our previous focus on lower income housing and extend our involvement into the wider construction and built environment sectors. Your SED contributions will enable us to partner with and support a greater number of industry role-players and to play a critical role in integrating women into the industry.

### ***BEE Related Training and Information Dissemination***

We are partnering with Transcend Corporate Advisors to offer training and information to women and black businesses in the industry to ensure they understand and take advantage of the opportunities available to them but also contribute to transformation themselves. There is a great need to educate our target market on the ins and outs of empowerment and the associated legislation. This education can only help to streamline the transformation efforts of the industry.

## **QUALIFYING SED CONTRIBUTIONS**

There are a number of ways you can contribute to the work of our organization and gain your SED points. The following is a quick sample of opportunities and the types of contributions that qualify in terms of the Codes of Good Practice. A Benefit Factor Matrix is outlined in the Codes. We will be happy to talk with you about tailoring a win-win SED programme with you.

- Financial grants
  - Contribute financially to the organisation and our programmes
- Professional services offered on a discounted or in-kind basis
  - Share your services with the organisation and our beneficiaries
  - Offer training in line with our programmes
- Volunteering time and skills
  - Speak at workshops and seminars
  - Mentor and share your experience with women in the industry

Your SED contributions will, in turn, increase the pool of women available to join your company and improve your ability to meet other BEE targets such as Employment Equity, Procurement and Enterprise Development.

We will be happy to meet with you to discuss the work we have done, our plans for the future, and how we can work together to contribute to the transformation of the industry and long-term prosperity.

## COMPANY INFORMATION

Our growing network extends across the housing and construction professions, industry associations, government, non-governmental organisations (NGOs), and academic institutions. These women and partner companies have the experience, the skills, the networks, and the influence to realise the development of women's involvement in the sector. While the organisation is small in structure, we have strong partnerships within the industry that enable us to play a meaningful role.

The organisation's work has been recognised by the industry on a number of occasions, including a 2003 award from the Institute for Housing, a Govan Mbeki National Housing Award presented by Minister Sisulu in 2006, an award from Building Women magazine for our contribution to women's empowerment in 2007, and an award for leadership in the sector from the Council for the Built Environment in 2008.

**Industry Partners and Sponsors** have included:

ABSA	Lafarge	Saint Gobain (BPB Gypsum)
Aveng	Motheo Group	Sandpit
Bentel	National Department of Housing	Standard Bank
Builders Warehouse	National Homebuilders	The Business Place
Cement & Concrete Institute (C&CI)	Registration Council (NHBRC)	Thubelisha
CIDB	National Housing Finance Corporation (NHFC)	Tjeka Training
Council for the Built Environment (CBE)	Nedbank	Transcend Corporate Advisors
Corobrik	Nurcha Construction Finance	Trencon
First National Bank	Plascon	Tshwane University of Technology
Home Loan Guarantee Company (HLGC)	PPC Cement	University of Cape Town
	SAFCEC	

<b>Name of Organisation</b>	Khuthaza Development Solutions (Khuthaza)
<b>Company Registration</b>	Section 21, not for profit, company 1997/012810/08
	021-454-NPO                      930 007 726 PBO
<b>Contact Person</b>	Elizabeth O'Leary <i>Executive Director</i>
<b>Contact Details</b>	PO Box 2315 Rivonia 2128
	The Business Centre 377 Rivonia Boulevard (corner 12 <sup>th</sup> Avenue) Rivonia
	011 275 0268 Telephone 086 648 6379 Fax 083 766 5912 Cell liz@khuthaza.org.za www.khuthaza.org.za